

10



The City of  
**GOODRICH**  
 Akron, Ohio

---

## The Goodrich More Mileage Message

Goodrich is making the burliest, sturdiest, most lasting tires the rubber industry has ever seen; and Goodrich knows it.

In every test of road-roughing to which tires can be put, Goodrich Tires have unfolded an endurance, an ability to take punishment, which has run into phenomenal mileage.

Confident in this knowledge and belief, Goodrich desires that all tire users share in the confidence of Goodrich, and the big mileage Goodrich Tires assure.

Therefore, Goodrich announces to present and future owners of its pneumatic tires—an adjustment basis of 6,000 miles for **SAFETY TREADS**, and 8,000 miles for **SILVERTOWN CORDS**, instead of the 3,500 and 5,000 miles respectively, heretofore in force.

Remember that a Goodrich adjustment is a fair one. Goodrich knows the mileage is in its tires, and more; and to make you realize you lose money in being without Goodrich Tires, the new Goodrich adjustment is proclaimed broadcast.

*Buy Goodrich Tires  
from a Dealer*

**ADJUSTMENT**

Fabrics -	6,000 miles
Cords -	8,000 miles

# GOODRICH

# TIRES

"BEST IN THE  
LONG RUN"

